WHAT IS CLAIMED IS:

1. An order receiving device for receiving orders of at least one of selected products by a client from at least two of images on the display of a client machine comprising:

a memory which stores a plurality of product images to be transmitted to at least one of a plurality of client machines via the network, and control data which, at a time when at least two of the plurality of product images are displayed on said client machine, automatically repeats automatic deleting of a predetermined number of product images on said client machine, and displaying of new product images of a predetermined number equal to the number of deleted product images;

a transmitter which transmits the product images and the control data stored in the memory; and

an order receiver which receives orders for products corresponding to the product images.

2. An order receiving device according to claim 1, wherein the memory stores control data which, at a time when at least two product images are displayed so as to be aligned in a predetermined direction, automatically repeats deleting of a predetermined number of product images at one end in the predetermined direction, and shifting, in a direction of deletion, and displaying of remaining product images by a number equal to the number of deleted

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product images, and displaying of new product images of the predetermined number at the other end in the predetermined direction.

3. An order receiving device according to claim 1, further comprising:

a category information receiver which receives category information which classifies products,

wherein the transmitter transmits product images belonging to category information received at the category information receiver, and control data for displaying the product images.

4. An order receiving method for receiving orders of at least one of selected products by a client from at least two of images on the display of a client machine comprising the steps of:

transmitting a plurality of product images to be transmitted to at least one of a plurality of client machines via the network, and control data which, at a time when at least two of the plurality of product images are displayed on said client machine, automatically repeats automatic deleting of a predetermined number of product images on said client machine, and displaying of new product images of a predetermined number equal to the number of deleted product images; and

receiving orders for products corresponding to the product images.

5. An order receiving method according to claim 4, wherein in the step of transmitting, control data is transmitted which, at a time when at least two product images are displayed so as to be aligned in a predetermined direction, automatically repeats deleting of a predetermined number of product images at one end in the predetermined direction, and shifting, in a direction of deletion, and displaying of remaining product images by a number equal to the number of deleted product images, and displaying of new product images of the predetermined number at the other end in the predetermined direction.

6. An order receiving method according to claim 4, further comprising the step of:

receiving category information which classifies products,

wherein, in the step of transmitting, product images belonging to category information received in the step of receiving category information, and control data for displaying the product images are transmitted.

7. An order system comprising:

An order receiving device for receiving orders of at least one of selected products by a client from at least two of images on the display of a client machine including:

a memory which stores a plurality of product images to

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be transmitted to at least one of a plurality of client machines via the network, and control data which, at a time when at least two of the plurality of product images are displayed on said client machine, automatically repeats automatic deleting of a predetermined number of product images on said client machine, and displaying of new product images of a predetermined number equal to the number of deleted product images;

a transmitter which transmits the product images and the control data stored in the memory; and

an order receiver which receives orders for products corresponding to the product images; and

a plurality of terminal devices, each terminal device including:

a display which displays product images on the basis of data which the order receiving device transmits;

a selector for selecting any of the product images displayed on the display; and

an orderer for ordering, from the order receiving device, a product corresponding to a product image selected at the selector.

8. An order system according to claim 7, wherein the memory of the order receiving device stores control data which, at a time when at least two product images are displayed so as to be aligned

in a predetermined direction, automatically repeats deleting of a predetermined number of product images at one end in the predetermined direction, and shifting, in a direction of deletion, and displaying of remaining product images by a number equal to the number of deleted product images, and displaying of new product images of the predetermined number at the other end in the predetermined direction.

9. An order system according to claim 7, wherein each terminal device further includes a category selector which selects a category which classifies products, and a category information transmitter which transmits category information expressing the category selected at the category selector, and

the order receiving device further includes a category information receiver which receives the category information, and

the transmitter transmits, to the terminal device, product images belonging to the category information received by the category information receiver, and control data for displaying the product images.

10. An ordering method for ordering at least one of selected products by a client from at least two of images on the display of a client machine comprising the steps of:

transmitting a plurality of product images to be transmitted to at least one of a plurality of client machines via the network,

and control data which, at a time when at least two of the plurality of product images are displayed on said client machine, automatically repeats automatic deleting of a predetermined number of product images on said client machine, and displaying of new product images of a predetermined number equal to the number of deleted product images;

displaying product images on the basis of the product images and the control data transmitted by the step of transmitting;

selecting any of the product images displayed in the step of displaying;

ordering a product corresponding to the product image selected in the step of selecting; and

receiving the product ordered in the step of ordering.

11. An ordering method according to claim 10, wherein the step of transmitting includes transmitting control data which, at a time when at least two product images are displayed so as to be aligned in a predetermined direction, automatically repeats deleting of a predetermined number of product images at one end in the predetermined direction, and shifting, in a direction of deletion, and displaying of remaining product images by a number equal to the number of deleted product images, and displaying of new product images of the predetermined number at the other end in the predetermined direction.

12. An ordering method according to claim 10, further comprising the steps of:

selecting a category which classifies products;

transmitting category information expressing the category selected in the step of selecting category; and

receiving the category information transmitted in the step of transmitting category information,

wherein the step of transmitting includes transmitting product images belonging to the category information received in the step of receiving category information, and control data for displaying the product images.

13. An ordering device for ordering at least one of selected products by a client from at least two of images on the display of a client machine comprising:

a memory which stores a plurality of product images to be transmitted to at least one of a plurality of client machines via the network, and control data which, at a time when at least two of the plurality of product images are displayed on said client machine, automatically repeats automatic deleting of a predetermined number of product images on said client machine, and displaying of new product images of a predetermined number equal to the number of deleted product images;

a reader which reads the product images and control data stored in the memory;

a display which displays the product images on the basis of the product images and the control data read by the reader; and

an orderer which orders products corresponding to the product images displayed on the display.

14. An ordering device according to claim 13, wherein the memory stores control data which, at a time when at least two product images are displayed so as to be aligned in a predetermined direction, automatically repeats deleting of a predetermined number of product images at one end in the predetermined direction, and shifting, in a direction of deletion, and displaying of remaining product images by a number equal to the number of deleted product images, and displaying of new product images of the predetermined number at the other end in the predetermined direction.

15. An ordering device according to claim 13 further comprising:

a category selector which selects a category which classifies products,

wherein the reader reads product images belonging to a category selected by the category selector, and control data for displaying the product images.

16. An ordering method for ordering at least one of selected products by a client from at least two of images on the display

of a client machine comprising the steps of:

reading a plurality of product images to be transmitted to at least one of a plurality of client machines via the network, and control data which, at a time when at least two of the plurality of product images are displayed on said client machine, automatically repeats automatic deleting of a predetermined number of product images on said client machine, and displaying of new product images of a predetermined number equal to the number of deleted product images;

displaying the product images on the basis of the product images and the control data read in the step of reading; and

ordering products corresponding to the product images displayed in the step of displaying.

17. An ordering method according to claim 16, wherein the step of reading including reading control data which, at a time when at least two product images are displayed so as to be aligned in a predetermined direction, automatically repeats deleting of a predetermined number of product images at one end in the predetermined direction, and shifting, in a direction of deletion, and displaying of remaining product images by a number equal to the number of deleted product images, and displaying of new product images of the predetermined number at the other end in the predetermined direction.

18. An ordering method according to claim 16, further comprising the step of:

selecting a category which classifies products,

wherein the step of reading includes reading product images belonging to a category selected in the step of selecting category, and control data for displaying the product images.

19. An order system in which a desired product is selected from a plurality of product images displayed in display area, and an order is placed via a network,

wherein the ordering system comprises a mechanism for switching any number of a predetermined number of product images displayed within a specific range of a display area, automatically and in accordance with a predetermined order, from the plurality of product images, and selecting a product image displayed within the specific range and placing an order for a product.

20. An order system according to claim 19, wherein the order system comprises a function for adjusting a cycle of automatically switching the product images.

21. An order system according to claim 19, wherein the order system comprises a function for changing the predetermined number.